



Job Posting

Job Title: Communications Manager
Area of Interest: Marketing and Communications
Job location: Portland, Oregon
Position Type: Full Time, Exempt

Organization Mission and Overview

Ronald McDonald House Charities® of Oregon and Southwest Washington (“RMHC Oregon”) provides a "home away from home" for families with seriously ill children, and supports initiatives to improve pediatric health.

Our independent local chapter is over 30 years old with three Ronald McDonald Houses (2 in Portland, 1 in Bend) that provide housing, comfort and support for 56 families every night. For more information on our mission, history and programs, please visit www.RMHCOREGON.org

Primary Purpose:

The Communications Manager (Manager) is a key member of the development and communications team and the heart of our organization’s efforts to educate the community about Ronald McDonald House Charities of Oregon and SW Washington. The Manager works in concert with the statewide Development & Communications team to establish strong and consistent messaging – inspiring our donors and key stakeholders, engaging our guest families and volunteers, telling our stories and expanding our reach to regularly engage every community we serve across Oregon and SW Washington.

The Manager is charged with informing and engaging every stakeholder group, broadening public awareness of RMHC Oregon and SW Washington and ensuring that the organization’s communications strategies and messaging are tightly aligned. The Manager works with the CEO, the development and program teams to develop and execute integrated marketing and communications plans, strategies, and tactics across all communications vehicles in support of education and outreach at RMHC.

Primary Duties and Responsibilities:

- Develop and integrate strong written content across all communication platforms, including, but not limited to:
 - Digital (website, e-newsletters, e-appeals, blog, video, photography, etc.)
 - Social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.)
 - Print (bi-annual newsletter, annual community report, targeted collateral, etc.)
 - News Media (newspapers, television, and radio earned media)

The Ronald McDonald House Charities of Oregon and SW Washington is an Equal Opportunity Employer. We encourage all qualified individuals to apply for positions regardless of race, color, religion, sex, sexual orientation, national origin, age, disability, or any other legally protected status.



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- Champion storytelling efforts across the organization in order to tell the RMHC story to donors, key stakeholders, guests, hospital partners, volunteers, business partners and the general public.
- Manage and execute regular, timely, and targeted communications from RMHC to all stakeholders and the public.
- Develop and implement creative communication and PR strategies to support outreach initiatives and special events.
- Manage the RMHC Oregon and SW Washington website to ensure the following:
 - Content is current, engaging, consistent and informative.
 - User interface is direct and intuitive.
 - Branding is consistent with local and global guidelines.
- Project manage and implement annual communication projects including the annual Community Report, bi-annual direct mail fundraising campaigns, bi-annual newsletters, month e-appeals and e-newsletters, and ad hoc projects. Ensure projects are completed within budget and meet deadlines.
- Manage all photography and videography partnerships, ensuring projects remain within budget.
- Create and manage regular press releases and respond to media inquiries.
- Support the analysis of effectiveness of marketing and communication strategies and supporting tactics to understand impact, efficiency, and growth of RMHC Oregon's mission.
- Manage local brand standards, communicate and protect RMHC global branding guidelines and ensure proper use of trademarks internally and externally.
- Other duties as assigned.

Requirements

Experience Required:

At least 3-5 years of professional experience in non-profit fundraising, including special event management and fundraising.

Skills Required:

As a prerequisite, the successful candidate must believe in the core values of RMHC and be driven by the mission.

- Five years of professional experience in communications (with a focus on written content), marketing, brand development and/or public relations with increasing responsibility.
- Bachelor's degree or higher in communications or journalism preferred.

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- Thorough understanding of writing practices, branding, marketing and advertising principles and knowledgeable of the latest communications trends, technologies, and highest standards across various mediums.
 - Excellent writing, editing, proofreading, and verbal communication skills.
 - Ability to cohesively match images with creative copy to communicate a consistent story.
 - Possess high standards for work product. Show initiative, flexibility and creativity.
 - Demonstrated success working with the media.
 - Knowledge of varying approaches for communicating through all social media vehicles.
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- Understanding and experience with the development of inspiring and engaging websites, videos, photography and written content.
 - Ability to work collaboratively across sectors and with individuals with diverse job responsibilities and backgrounds.
 - Ability to manage multiple projects effectively, as well as manage and meet deadlines.
 - Experience working in a nonprofit setting helpful but not required.
 - Strategic, visionary and agile with an unwavering commitment to the mission.
 - Must possess a valid driver's license.

Supervisory Responsibilities

May supervise intern positions, as applicable, who provide project based support.

Educational Requirements:

BA/BS required

Work Environment:

Most work is conducted in an office environment. Work at events may be indoors or outdoors, possibly in hot or wet weather. In conjunction with certain events, employee will be required to lift packages (up to approximately 40 pounds) and stand for long periods of time. May be required to travel for statewide efforts.

To Apply, send a cover letter and resume to hr@rmhcoregon.org, attention: Eric Brown.

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